



# 2022 | 2023 YEAR IN REVIEW

*Working year-round for our members*



## ATA Members,

As I look back on this year, one word seems to best describe what we all experienced: transition. It seems as quickly as we transitioned into the COVID environment, we were transitioning back out. Inventory management is now as important as ever and words we hadn't used in a while are back – words like marketing and promotions and sales strategy. Your ATA has been monitoring the changing environment, and we've responded with resources to help you make sound decisions and programs to help your business thrive, including:

*A new quarterly Retail Business Tracker Survey to better inform you of trends and provide you with data to help guide future decision making.*

*The development of a Bow Technician Certification course, launching this spring, to establish an industry standard and provide retail customers with a consistently positive experience.*

*A review and compilation of all 50 states' 2022-2023 bowhunting regulations to share with state wildlife agencies in 2023 with the goal of eliminating unnecessarily complex equipment regulations and expanding equipment opportunities where possible.*

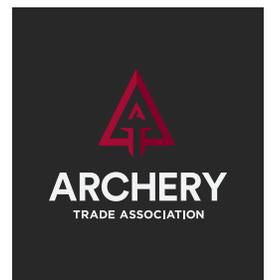
In addition, we're always monitoring state and federal legislative initiatives that are important to you. We're addressing the issue of some foreign sellers circumventing Federal Excise Tax and we continue to partner with other like-minded organizations on programs to grow archery and bowhunting participation.

With industry support, this past year also included marked growth in our consumer membership organization, Bowhunters United. From a new website to multiple events around the country, we're establishing a national community of bowhunters with the goal of protecting bowhunting opportunities and increasing participation.

As always, the ATA Show provided an opportunity to see new products, generate leads, write orders and get back to business. This year's Show saw increased attendance and continued to be the one event that brings the entire industry together.

Providing programs to help your business thrive, working to increase participation in archery and bowhunting, and being your advocate on the legislative front are the principles of your ATA. Our success is determined by the value we deliver to you - our members. I invite you to tell us how we're doing and share your ideas, because in the end, the ATA is only as strong as its members.

**Jeff Poole, President & CEO**





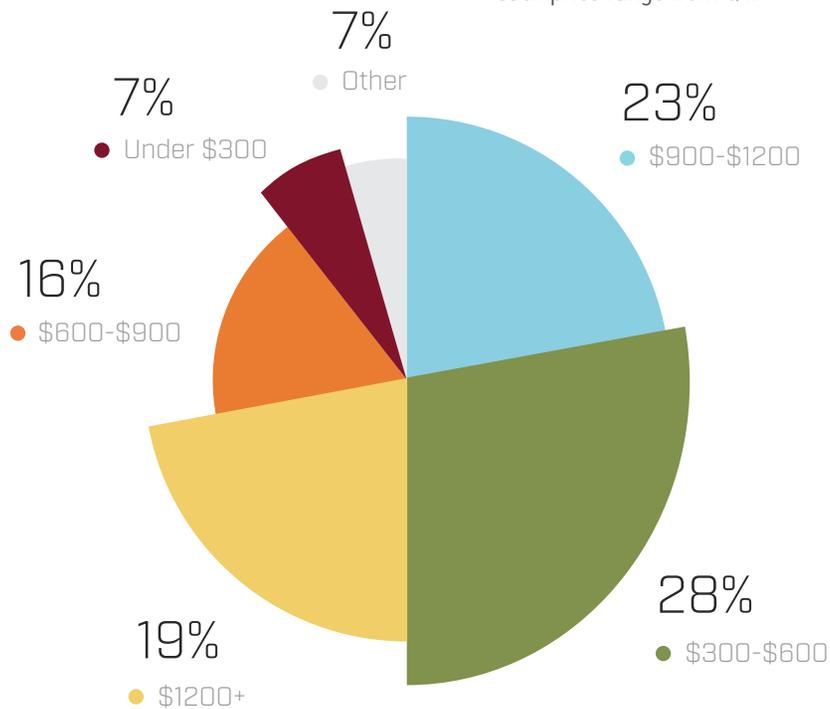
# BUSINESS SUPPORT

The ATA works year-round to benefit our members.  
This year, we created multiple initiatives to help your  
business grow and provide you with valuable resources.



## NATIONALLY

Percentage of bows sold in each price range from Q4.



## ATA BEGINS QUARTERLY RETAIL BUSINESS TRACKER SURVEY

The ATA crafted a quarterly Retail Business Tracker Survey to spot sales trends and provide valuable customer data that retailers and manufacturers can use to make important business decisions. The information in the reports is presented in easy-to-read graphs and is broken down nationally as well as regionally. The ATA released three reports in the last year.

→ [View the Retail Business Tracker Survey](#)

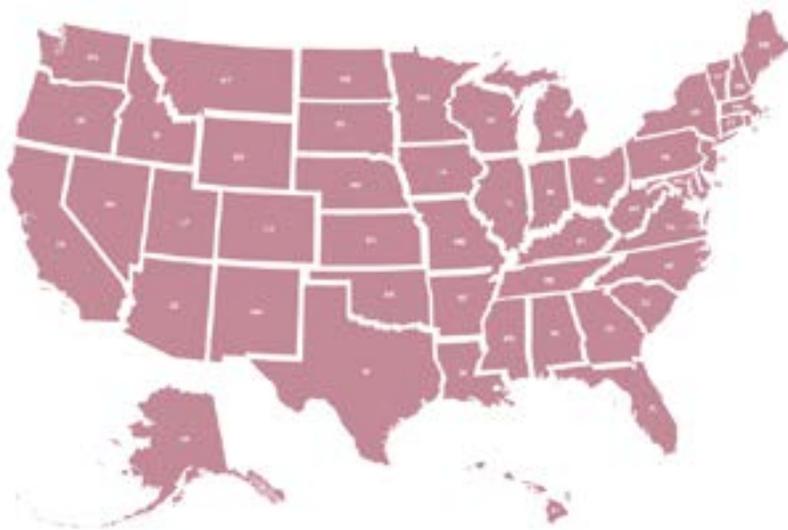
**20+ ATA RETAIL MEMBERS** were chosen in each region to provide a statistically significant compilation of data.

## STATE EQUIPMENT REGULATION REVIEW COMPLETED

The ATA put together a cumulative report of all 50 states' bowhunting equipment regulations and version 2.0 of the project was introduced at the ATA Show in January. Data will help state agencies compare their regulations with the majority position around the country. The goal is to identify and eliminate unnecessarily complex equipment regulations and expand equipment opportunities where possible.

### Bowhunter Numbers by State

The ATA worked with the National Deer Association and state wildlife agencies to identify the number of licensed residents in each state who participated in hunting with a bow and arrow during the 2021-22 season and found **America has over 3.7 million licensed bowhunters**. This is the first time the ATA or any other entity put together bowhunting-specific participation totals for all 50 states, further providing an accurate number of nationwide constituents using archery equipment.



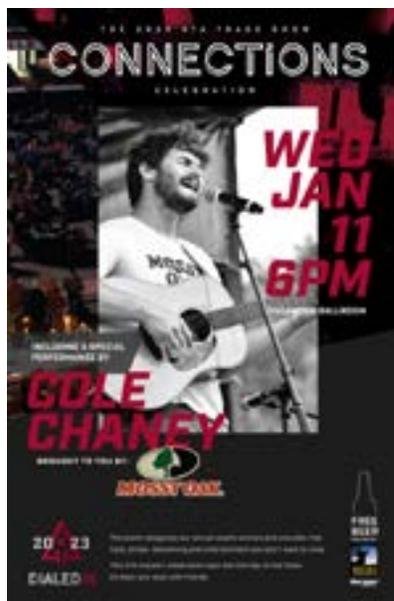
# ATA SHOW



## GREAT ATTENDANCE

Industry professionals crowded the aisles for the 2023 ATA Show, the largest event for archery retailers and manufacturers in the world. The Show is the place the industry comes together to see new products, make new contacts, add new accounts and network, all under one roof.

Overall, attendance was up **21%** from a year ago.



## CONNECTIONS CELEBRATION

The popular Connections Celebration, presented by Mossy Oak, provided Show attendees with an opportunity to network and unwind in a laid-back atmosphere. The busy event recognized the ATA's annual award winners and offered free food, drinks, networking and a performance by country artist **Cole Chaney**.



## ATA'S IMPACT AWARD RECIPIENTS

The ATA's Impact Award is presented to people and companies that use their voice or platform to inspire others to enjoy and participate in archery and bowhunting. The 2023 recipients are:

**Hunter Aimar**

**George Chapman School of Archery**  
**Fourth Arrow and Wyndscent**

## NEW PRODUCT LAUNCH AWARD RECIPIENTS

The New Product Launch Showcase features products that launched at the 2023 ATA Show. This year, three received an award for their new product design, innovation and ability to meet customer demands.

**The winning products are:**

**Gold:** Carbon SS Climbing Sticks by Latitude Outdoors

**Silver:** Pop Up 30L and 40L Bag by Mystery Ranch

**Bronze:** RL Torch Dovetail 2 Pin Sight by Redline Bowhunting

→ [Learn more about the ATA Show](#)

## ATA SHARES FET MILESTONE WITH MEMBERS

FET contributions from archery equipment sales, which go directly to funding conservation projects and initiatives, reached more than \$1.1 billion all-time and totaled \$65 million in fiscal year 2021.

The ATA continued to provide a quarterly FET report to its members to help them make data-driven business decisions.

**\$1.1 BILLION ALL-TIME FOR CONSERVATION**

→ [Learn more about FET](#)

## RETAIL VISITS

Over the course of the member year, ATA staff made more than 50 retailer visits around the country to hear firsthand from those in the industry, promote our benefits and gain valuable insight on how we can help their businesses grow.

**More than 50 RETAIL VISITS all over the country, from Oregon to Georgia.**



## ATA ANNOUNCED BOD ELECTION RESULTS

Voters in the 2023 Archery Trade Association Board of Directors election retained two current Board member companies and installed one first-time Board member. Jon Lené, general manager of Bear Archery; Jon DuMars, vice president of sales at Pure Archery Group; and Steve Lambeth, national sales manager at Wildlife Research Center, Inc., were all elected by their peers during the recent election held Jan. 31 to March 1.

*Board members began their term on April 1, 2023.*

→ [View our Board of Directors](#)



**JON LENÉ**  
Bear Archery



**JON DUMARS**  
Pure Archery Group



**STEVE LAMBETH**  
Wildlife Research Center, Inc.



# ADVOCACY & CONSERVATION

We serve as your voice at the state and federal level, consistently providing input and direction on issues important to you. We make sure archery and bowhunting have a seat at the table to help increase participation.



## GRANTS

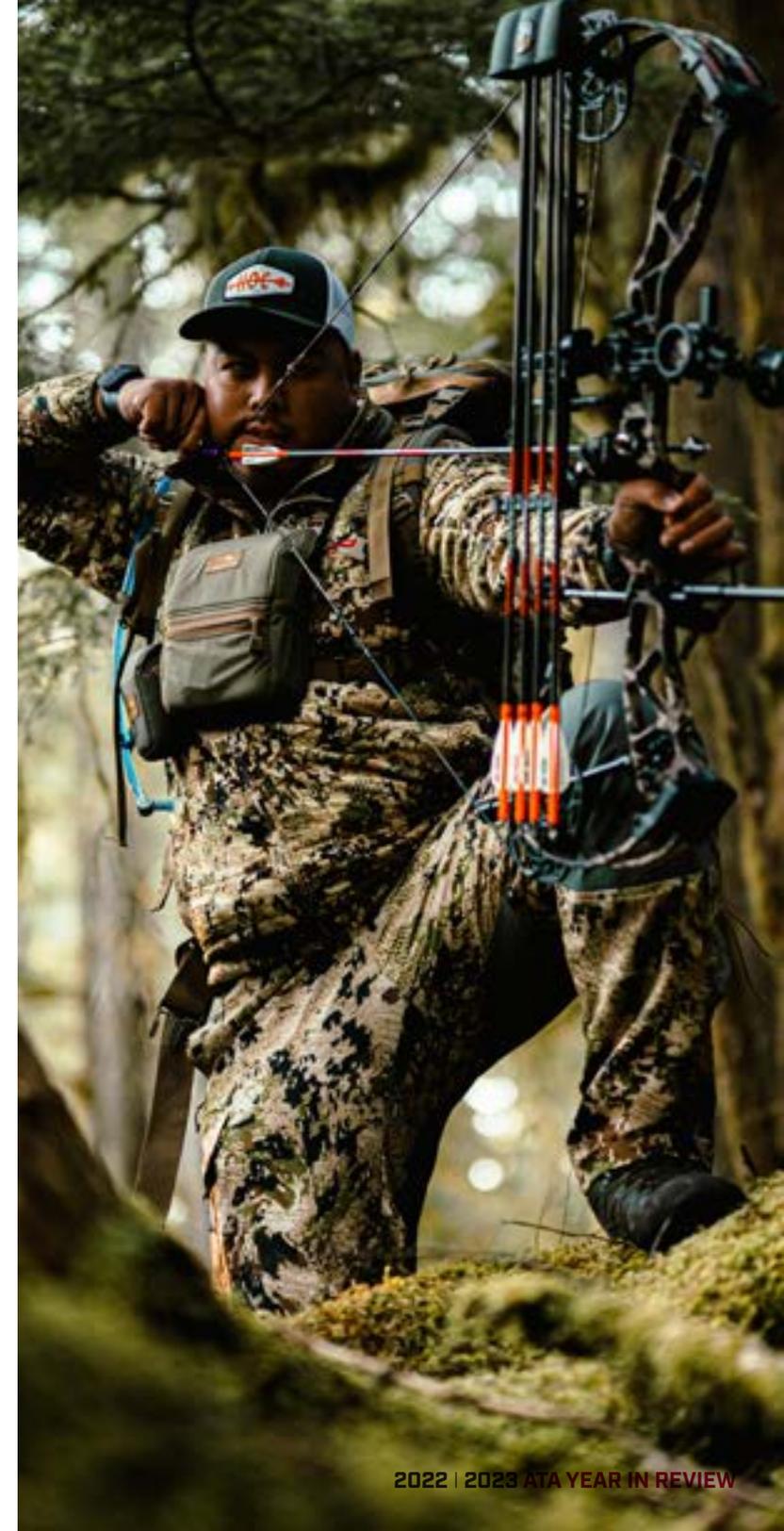
The ATA, in partnership with NGOs throughout the industry, participated in multiple projects through the Multistate Conservation Grant Program, administered by the Association of Fish & Wildlife Agencies. Funds, which come from dollars collected through the federal excise tax, allow the ATA and partners to work together on large-scale efforts that benefit members and the entire industry. Projects we worked on this year include:

*Creating Awareness of and Providing Education on Bowfishing*

*Improving and Expanding the Real-Time License Data Dashboard*

*Making Bowhunting More Welcoming and Relevant to Diverse Audiences*

→ [Learn more about ATA Partners](#)





## BOWHUNTERS UNITED EXPANSION

**BU** – the premier bowhunting organization in America today – more than doubled its membership numbers. BU advocates for bowhunters’ rights and issued several action alerts to members throughout the year, making them aware of threats to hunting opportunities around the country.



## TOTAL ARCHERY CHALLENGE (TAC)

Staff attended events in Seven Springs, Pennsylvania, and Park City, Utah. TAC features multiple 100-plus 3D archery target courses to test the marksmanship of all skill levels. ATA staff hosted a booth to promote Bowhunters United.



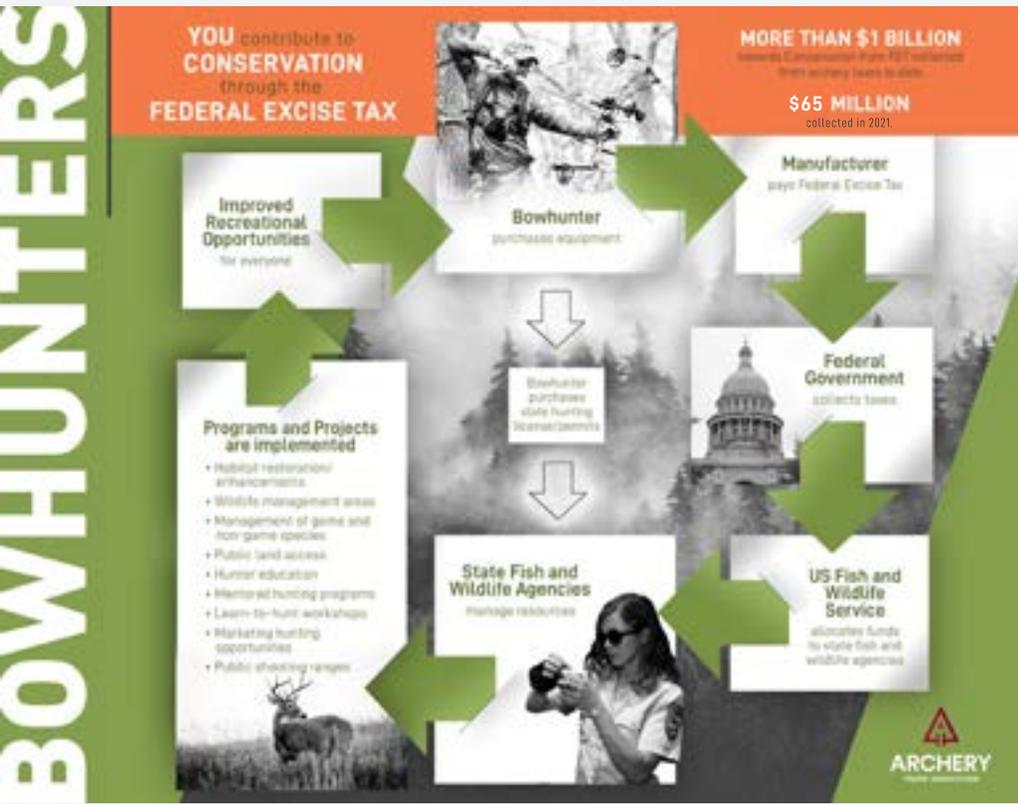
## GREAT AMERICAN OUTDOOR SHOW

The Great American Outdoor Show is the world’s largest consumer outdoor recreation show and expo. ATA staff hosted a booth to promote Bowhunters United to more than 200,000 attendees in Harrisburg, Pennsylvania.

→ [Learn more about Bowhunters United](#)

# FEDERAL EXCISE TAX (FET)

We continue to lead the effort to combat FET cheaters, an issue that affects members and the entire conservation community as millions of FET dollars are lost each year to online marketplaces where non-U.S. companies sell products to U.S. consumers.



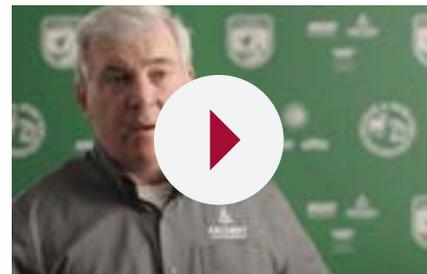
The ATA worked with the American Sportfishing Association and Senate Finance Committee leadership to initiate a formal Government Accountability Office (GAO) study regarding Federal Excise Tax slippage.

In partnership with AFWA and ASA, the ATA presented on the FET slippage issue at the National Assembly of Sportsmen’s Caucuses meeting in Bozeman, Montana. There were approximately 200 participants, mostly state Senate and House leaders in their respective state sportsmen caucus.

Dan Forster attended and presented at the annual meeting of the American Wildlife Conservation Partners in Branson, Missouri. Forster presented on the status of the ATA’s effort to address the federal excise tax slippage issue and our ongoing efforts regarding regulations review, state policy engagement, and data dashboards.

The ATA participated in a “Partner with a Payer” event hosted by Easton Technical Products, Inc. on Sept. 23 at their Salt Lake City, Utah, manufacturing facility and included several members of the U.S. Fish & Wildlife Service, Wildlife & Sport Fish Restoration Program and Utah Division of Wildlife.

→ [Learn more about FET](#)



*Watch a video on archery’s impact on conservation.*



**Dan Forster was appointed to represent the archery community on the newly formed Hunting and Wildlife Conservation Council**, an 18-member committee charged with advising the Secretaries of Agriculture and Interior on issues of wildlife conservation, access, hunting, shooting sports, and other related issues.



*Photo credit: KSMU. Dan Forster, ATA vice president and chief conservation officer, pictured far left.*

**To keep members informed about key issues around the country, the ATA shared an Action Alert to keep “airbows” out of Oklahoma’s archery season.** The ATA’s position on arrow-shooting airguns is that they lack the basic components of standard archery equipment and should therefore not be authorized for use during archery hunting seasons.

**North American Grasslands Conservation Act introduced in the Senate.** The bill would authorize \$290 million annually in grants for voluntary grassland conservation efforts, including projects to restore degraded grasslands, increase carbon sequestration, improve grassland and rangeland health, mitigate the threats of wildfire and drought, improve biodiversity, support habitat connectivity, and restore watersheds.

**With the ATA’s long-standing support, Alabama DNR hosted a grand opening for their 20th Community Archery Park on Nov. 9 in Opelika, Alabama.** Efforts like these are critical in promoting the sport to new and existing archers.

**The ATA joined in support of the efforts initiated by the Montana Wildlife Federation and Montana Citizens’ Elk Management Coalition** for establishing a natural resources trust fund in Montana. The legislative proposal would use \$200 million of the estimated \$1.8 billion state surplus to fund the principal of the trust.

## **ARCHERY NAMED OFFICIAL STATE SPORT OF MISSOURI**

The ATA joined the Missouri Department of Conservation and participated in a press event at the Archery Hall of Fame & Museum in Springfield, Missouri, recognizing archery as the new official state sport. HB 1738 passed in May, paving the way for this event.

→ [More on archery becoming Missouri’s official state sport](#)



# EDUCATION

Through our educational resources, we are here to help your business thrive.



*More than 55 resources offered  
in ATA's Resource Library*





## BOW TECHNICIAN CERTIFICATION

A group of highly skilled and accomplished industry veterans formed an Advisory Team that helped create an ATA Bow Technician Certification course. The goal is to establish an industry standard and increase customer confidence.

In January, the ATA announced the course to its members and opened registration. **The course is now live.**



→ [Learn more about the Bow Technician Certification Course](#)

## RELEVANCY GRANT: THREE PHOTOSHOOTS AROUND THE COUNTRY

In partnership with NubAbility and Hunters of Color, the ATA received a federal grant to host photoshoots to provide better representation of the nation’s demographic with hunters in various parts of the country. The images are provided to ATA members, state agencies and NGOs for use in their marketing materials. The photos represent a variety of scenery and habitats.



## NEW WEBINARS OFFERED TO MEMBERS

**ATA Webinar for Exhibitors** – How to Make the Most of Your First ATA Show. ATA Board member Keith Arnold (TenPoint Crossbows) shared his insights and advice to exhibitors with the goal of helping them have a successful show and develop better relationships with their retail business partners.

**Masterclass Webinar** – Selling Services: The Inventory You Don't Need to Restock. Using responses from the quarterly Retail Business Tracker Survey, members of the ATA Retail Council identified a need for retailers to improve the profitability of the services they offer to customers. In response, ATA worked with Masterclass presenter Hank Yacek to conduct a preview webinar on this topic.

→ [View our MyATA Learning Center](#)

## WORLD GAMES IN JULY IN BIRMINGHAM, ALABAMA.

ATA staff attended the compound bow finals along with International Olympic Committee members to support including compound bows in the 2028 Summer Olympics to be held in Los Angeles.

→ [Learn more about our support of the World Games](#)



Keith Arnold

## CAPITALIZE ON YOUR 1<sup>ST</sup> ATA SHOW

NEW EXHIBITOR WEBINAR

KEITH ARNOLD, ATA BOARD MEMBER (TENPOINT CROSSBOWS)

ARCHERY  
THROUGH A RETAILER'S EYES



Hank Yacek



## DISCOVERING FAMILY BOWFISHING INITIATIVE

Through the Multistate Conservation Grant program, the ATA and partners worked to promote bowfishing across multiple platforms. Three 30-minute broadcast shows were produced by Discover Mediaworks, highlighting ATA members.

These episodes of “Into the Outdoors” launched on syndication and digital platforms and aired to a potential audience of over 8 million viewers nationally. PBS will air the shows in early 2023 with an additional reach of 24 million viewers. “Into the Outdoors” is a conservation-focused educational television series that empowers today’s youth, and the adults around them, to think critically about our planet.

→ [Learn more about Explore Bowfishing](#)



## ATA SHARES FINLAND STUDY: BOWHUNTING ON PAR WITH RIFLE HUNTING FOR WHITE-TAILED DEER.

A recent Finland study followed gun hunters and bowhunters to compare shot distances and deer recovery lengths. This study benefits ATA members and the industry because it helps inform decision-makers dealing with urban deer management challenges across the U.S.

→ [Learn more about the Finland Study](#)

**USFWS Certification Course:** ATA Outreach and Education staff maintain their coaching certification to help members and partners receive the training they need to grow archery and bowhunting programs.





# MEETINGS & CONFERENCES

ATA staff attended the following meetings and conferences to represent the archery and bowhunting industry and advocate for items that best support the interests of ATA members. Throughout these meetings, staff presented on topics like the FET slippage issue, regulations, data and archery industry priorities.





## APRIL

Washington R3 Summit

## MAY

Theodore Roosevelt Conservation Partnership (TRCP) Policy Council meeting and conservation awards dinner  
IHEA-USA Annual Conference

Council to Advance Hunting and Shooting Sports (CAHSS) R3 Symposium and Board of Directors meeting and annual CAHSS The Assessment Group (TAG) meeting

## JUNE

National Deer Association Board meeting  
Texas Parks and Wildlife first Archery Instructor/Coaches Conference

## SEPTEMBER

Association of Fish & Wildlife Agencies annual meeting

## OCTOBER

Southeastern Association of Fish & Wildlife Agencies annual meeting

## JANUARY

Hunting and Wildlife Conservation Council's inaugural meeting

## MARCH

North American Wildlife and Natural Resources Conference  
In-Person CAHSS TAG Meeting



**THANK YOU**

**ARCHERYTRADE.ORG**

